

g HN 3855  
(in box)

SS 724



OFFICE OF POPULATION CENSUSES AND SURVEYS

SOCIAL SURVEY DIVISION

# Expenditure on Accommodation while away from home in 1969

by W F F Kemsley

Survey made for the Board of Trade  
during January to March 1970



LONDON

HER MAJESTY'S STATIONERY OFFICE

Price 50p net

SOUTHAMPTON  
UNIVERSITY LIBRARY

BOOK NUMBER	71-112314
CLASS MARK	11 HN 385.5

OFFICE OF POPULATION CENSUSES AND SURVEYS  
SOCIAL SURVEY DIVISION

Expenditure on  
Accommodation while away  
from Home in 1969

by W F F Kemsley

Survey made for the Board of Trade  
during January to March 1970

SS 724

LONDON  
HER MAJESTY'S STATIONERY OFFICE  
1971

SBN 11 700127 9

# CONTENTS

	<i>Page</i>
<b>1 Introduction</b>	<b>1</b>
<b>2 Design of survey</b>	<b>1</b>
<b>3 Expenditure in 1969 compared with 1964</b>	<b>2</b>
<b>4 Expenditure in 1969, analysed by type of visit</b>	<b>3</b>
<b>5 Definitions used in the report</b>	
(i) General	4
(ii) Accommodation by type of establishment	4
(iii) Business and private visits	5
(iv) Expenditure	5
(v) Number of visits	6
(vi) Number of nights	6
(vii) Length of stay	6
(viii) Expenditure per person per visit	6
<b>6 Tables of detailed results</b>	<b>7</b>
<b>7 Survey procedure and response rates</b>	
(i) Postal stage	18
(ii) Interview stage	18
(iii) Overall response rate	19
(iv) Composition of achieved sample	19
(v) Grossing up to estimates for all residents in Great Britain	20
<b>8 Coverage of the survey</b>	
(i) The sample	21
(ii) UK visits only; those abroad excluded	21
(iii) Period covered	21
(iv) Informants accompanied by their families	21
(v) Survey limited to visits spent in commercial accommodation	22
(vi) Regular visits included as well as holidays and occasional visits	22
(vii) Visits by unaccompanied children under 21	23
<b>9 Sampling errors for various expenditure categories</b>	<b>23</b>
<b>Appendix</b>	
Covering letter with postal questionnaire S 724/A	25
Postal questionnaire S 724/C	26
Interview questionnaire	27

## LIST OF TABLES

<b>Summary tables in Sections 3 and 4</b>		<i>Page</i>
1	Estimated expenditure of residents of Great Britain on accommodation while away from home - 1964 and 1969	2
2	Estimated expenditure in 1969 analysed by type of visit	3
 <b>Detailed results for 1969 in Section 6</b>		
<b>Expenditure, number of visits and nights analysed by type of accommodation</b>		
3	Holidays and non-business occasional visits analysed by whether meals provided	7
4	Occasional business visits analysed by whether meals provided	8
5	Regular visits - business and private visits	8
 <b>Expenditure per night</b>		
6	Holidays and occasional visits	9
 <b>Distribution by length of stay</b>		
Holidays and non-business occasional visits spent in:		
7	Licensed hotels in UK	10
8	Unlicensed hotels, boarding houses, etc. in UK	11
9	Holiday Camps and Hostels in UK	12
10	Rented rooms, bungalows, etc. in UK	13
11	Occasional business visits in UK	14
 <b>Distribution of visits by expenditure per person per visit</b>		
12	Holidays and non-business occasional visits - adults and accompanied children	15
13	Occasional business visits, regular visits and visits by unaccompanied children	15
 <b>Other tables</b>		
14	Expenditure, number of visits and nights by calendar quarters - 1969	16
15	Holidays and non-business occasional visits by whether the visit was spent in one place or touring	16
16	Holidays and non-business occasional visits according to whether visit spent in Great Britain, Northern Ireland, Channel Islands or Isle of Man	17
17	Holidays of unaccompanied children by type of accommodation	17
 <b>Tables on response rates in Section 7</b>		
A	Response analysis of postal returns	18
B	Information from postal returns	18
C	Complete analysis of response	19
D	Achieved sample analysed by whether the informant had had expenditure on UK accommodation	20
 <b>Table on sampling errors in Section 9</b>		
E	Sampling errors for the main items in the grossed-up data for 1969	24

## 1. Introduction

This inquiry was made by the Social Survey Division of the Office of Population Censuses and Surveys at the request of the Board of Trade to supplement the Catering Trades Inquiry 1969. The main purpose of the survey is to provide an estimate of consumers' expenditure in 1969 on accommodation occupied temporarily. It covers expenditure on accommodation in the United Kingdom while on holiday and on other visits while away from home for at least one night. All types of accommodation are included ranging from hotels and guest houses to camping sites and rooms where the holiday-maker provides his own food.

Similar surveys were made for 1964 and 1960. Some data from them are included in this report; a detailed account of the earlier surveys has already been published.<sup>1</sup>

The design of the present survey is similar to the 1964 inquiry but the coverage was extended to include data on the length of visit and whether meals were included in the cost of accommodation.

## 2. Design of survey

Information on expenditure was obtained directly from members of the public, who were asked for the total amount paid to establishments in which they stayed for one night or more. The results therefore include the cost of meals and other services when provided by the establishment, but exclude food purchased by the holiday-maker. The survey therefore gives an estimate of the turnover of various kinds of establishments, information which cannot be obtained directly except for licensed hotels because comprehensive lists of the various establishments do not exist. The survey was made partly by mail questionnaire and partly by interview. The questionnaire was sent through the post early in January 1970 to a sample of 5,000 electors. From the answers to the questionnaires nearly 2,500 were eliminated as not having any expenditure within the coverage of the survey. The remainder, including non-respondents to the mail questionnaire, were then visited by interviewers in late February and March 1970. At the interview each informant was asked about all visits made during 1969. Information was obtained in respect of 4,008 individuals, of whom 1,368 had incurred expenditure within the period covered by the survey. The information obtained in the survey is therefore based on a sample of 4,008 electors aged 21 and over. This information has been grossed up to a population of 36.2 million aged 21 and over to provide estimates for all residents of Great Britain. (see section 7(v)).

The present survey is designed to supplement the 1969 inquiry into the turnover of the catering trades by providing estimates of the total expenditure of residents of Great Britain on accommodation temporarily occupied within the United Kingdom. Receipts for accommodation in the 1969 Catering Inquiry are largely confined to accommodation in licensed premises. It should also be explained that the present survey by the Social Survey does not provide a complete account of turnover. It does not include expenditure of overseas tourists in the UK, nor payment by home residents for services and goods

<sup>1</sup> *Expenditure on accommodation while away from home — 1964* by W. F. F. Kemsley, No. SS 721/2, Social Survey Division, OPCS, price 75p.

where no element of accommodation was included. For example, the present survey excludes payment for meals consumed by people who were not staying overnight at an hotel.

### 3. Expenditure in 1969 compared with 1964

Estimates of expenditure by all residents of Great Britain in 1969 and 1964 have been derived from the survey data collected in the individual surveys for the two years, and the results are shown in Table 1. It will be seen that estimated expenditure for 1969 is about £300 mn., an increase of 27% over 1964. Various factors have a bearing on this increase. First, it can be explained as made up of an increase of 24% in expenditure per adult (£6.67 in 1964, £8.24 in 1969) together with an increase of 3% in the population used in the grossing up. Changes between the two years were affected by changes in the price level, in the volume of accommodation used and the degree to which other services provided by an establishment were used by those staying overnight. While the 1969 survey provides some information on the price level and expenditure on other services, corresponding information is not available from the 1964 survey, so that it is not possible to analyse further the increase of 24% into its separate components.

TABLE 1  
Estimated expenditure of residents of Great Britain on accommodation in U.K. while staying temporarily away from home

	1964	1969
	£mn	£mn
Adults and accompanied children staying in:		
Licensed hotels	91.27	125.50
Unlicensed hotels, boarding houses, etc.	83.05	99.55
All other	49.64	63.56
Unaccompanied children	10.93	9.61
Total	234.89	298.22
Business expenditure included in above	56.21	88.53

The increase in expenditure from 1964 to 1969 has affected all categories except 'unaccompanied children'. Too much should not be made of differences between the three main categories of Table 1 because the survey was dependent on the informant's description in classifying the establishment in which he stayed. Of the three, the easiest to identify and therefore the category most firmly based is probably that of licensed hotels.

Some reservations must also be attached to the estimate of expenditure by unaccompanied children. For some children the information on which this estimate is based was of necessity obtained secondhand, and this may have contributed to the variance of the results.

Prior to the 1964 survey an inquiry was made in 1960. The results are not included in Table 1 because the 1960 survey was in the nature of a pilot and the technique for dealing with a section of the survey, namely regular visits was



substantially changed after the 1960 inquiry. The questions used in 1960 for regular visits produced an inflated estimate of expenditure and one which was not at all comparable with the information obtained in subsequent inquiries. If the comparison is confined to holidays and occasional visits where changes in technique have been relatively minor, expenditure can be estimated as £153 mn., £170 mn. and £225 mn. for 1960, '64 and '69 respectively.

#### 4. Expenditure in 1969 analysed by type of visit

Table 2 analyses total expenditure according to the main types of visit. It will be seen that of a total expenditure of nearly £300 mn., about £64 mn. or over 20% was contributed by regular visits. Such visits were made by only a small part of the sample, about 60 people, which is only 1.5% of the sample of 4,008. A substantial proportion of total expenditure is therefore based on a small number of informants. It is subject to considerable sampling variations (Section 9) and to any bias in the way the 60 or so individuals who made regular visits answered the relevant questions. In particular, these reservations apply to that part of the estimate which originated from business visits. Of the total £88 mn. attributed to business visits 70% is derived from regular visits made by 58 informants.

TABLE 2  
Expenditure in 1969 analysed by Type of Visit

	Private £mn	Business £mn	Total £mn	Further details in tables
<i>Adults and accompanied children</i>				
Holidays and occasional visits:				
Private	198.08			3, 14 to 16
Business		26.51		4, 11, 14
			224.59	
Regular visits:				
Private	2.00			5
Business		62.02		5
			64.02	
<i>Unaccompanied children (under 21)</i>	9.61		9.61	14, 16
Total	209.69	88.53	298.22	

Detailed information on the results will be found in Tables 3 to 17 of Section 6. Preceding these tables is Section 5; this contains notes on the definitions employed in the tables. Notes on the survey procedure will be found in Section 7, the sample design and the coverage of the survey are described in Section 8, while Section 9 gives examples of sampling errors associated with some of the more important items.

In Table 2 and in many of the subsequent tables the results distinguish regular visits from holidays and occasional visits. This follows a division which had to be made at an early stage of the interview in order to obtain satisfactory information. Further comments on this will be found in Section 8 (vi).

## 5. Definitions used in this report

### (i) *General*

The main purpose of the inquiry is to form an estimate of expenditure by residents of Great Britain on accommodation in the United Kingdom while staying temporarily away from home. It relates to visits where expenditure of a commercial nature was incurred in the UK, and excludes all other kinds of visits. In particular, the results in the following tables do not cover visits abroad or visits spent in accommodation provided on a non-commercial basis by friends or relatives. Thus, the number of visits and number of nights exclude visits spent wholly abroad or in the house of a friend or relative. However, a visit spent partly in the UK and partly abroad is counted in the number of visits but only the nights spent in the UK are included in the tabulations of numbers of nights, together with the corresponding expenditure on accommodation. Within the definition just given, all types of visits are included irrespective of the kind of accommodation occupied. Where someone rented rooms or a bungalow specifically for a holiday, the expenditure tabulated relates only to the rent. Occasional visits spent in this kind of accommodation for purposes other than a holiday are also included provided the visit was temporary; permanent residence in hotels, boarding houses and similar establishments is excluded.

### (ii) *Accommodation*

Type of establishment has been classified according to the description given by the informant in Q.11 of the interview questionnaire. The description given by the informant has been accepted as it was given. It has not been edited in the light of information in Q.16 as to whether meals were included with the charge for accommodation. In this way the 1969 definition should be consistent with that used in 1964 where Q.16 was not asked. Also, as in 1964, the questionnaire included a miscellaneous category into which interviewers were asked to put cases where they were doubtful as to the correct classification of accommodation; 50 visits were so classified by interviewers and all have been transferred in the tables to one or other of the main categories.

The following points apply to the separate categories:

Licensed hotels	This group covers all establishments with a licence to sell alcoholic drink for consumption on the premises irrespective of the type of licence.
Unlicensed hotels	The decision as to whether a particular establishment was described as an unlicensed hotel, a boarding house or a guest house was made by the informant. It was not possible to apply a consistent definition to these categories.
Boarding houses etc.	This includes private houses taking boarders.
Holiday Camps	This includes clubs, conference centres and holiday homes owned by religious or social organizations.
Rent of rooms etc.	Besides rooms or bungalows rented for a holiday, this category includes rent of camping sites and hire of motor cruisers. Generally speaking, expenditure classified here relates only to accommodation charges.

**Coach tours** These are tours from place to place by motor coach; they have not been classified by type of accommodation. The expenditure tabulated is the inclusive charge for accommodation and transport. No adjustment has been made for the transport element. Day trips from a holiday centre have been excluded from this category and classified instead by type of accommodation. Where a visit to a centre included day trips, adjustments have been made at the coding stage to exclude charges for transport from the amount tabulated, and the visit was then classified by type of accommodation.

(iii) *Business and Private visits*

The distinction between business and private visits applies to several tables. It has been made on the basis of Qs.17 and 24 of the interview questionnaire. Business visits cover those where the expenditure was a direct charge by self-employed persons on their own business, and also those where the cost of a visit by an employee was refunded by an employer. Visits where the cost was refunded by Central Government Departments, the Services or public corporations were treated as business visits. Those where refunds were made by non-profit making bodies, local authorities, educational establishments, hospitals or charitable bodies were treated as private visits. The finer distinctions in these definitions were dependent on the informant volunteering additional information beyond a straight 'Yes' or 'No' to the questions asking whether any of his expenditure was 'charged as an expense to a business or paid for by an employer or an organization' ie Qs.17 or 24. There were a few cases where part only of the expenditure was charged to a business. Adjustments were then made on the following lines. If the visit involved a family party the expenditure was treated as business or private depending on the status of the expenditure associated with the selected informant, and the rest of the family party was ignored. For example, where a husband and wife were away together and the husband's expenditure was recoverable as a business charge but not the expenditure associated with the wife, two different cases could occur. If the husband was the selected informant the expenditure on the wife was removed, and the whole of the husband's expenditure classified as business. He was treated as going away on his own, so that his visit was given only one chance of inclusion in the sample. If the wife was the selected informant the adjustment was similar, except that the expenditure associated with the husband was ignored and the wife's expenditure was classified as private, again with only one chance of inclusion. Another example is a case where a business man was away five nights, but only three were charged to a business. This was treated as two separate visits; a business one of three nights and a private one of two.

(iv) *Expenditure*

This is the amount paid to the establishment irrespective of who paid, and irrespective of whether the amount covered accommodation only, bed and breakfast only, full board, or whether extraneous items and services were included with the charge for accommodation. Drink bought and paid for separately at an hotel and not included in the main bill was excluded. Extras obtained outside the hotel or boarding house and paid for separately have also

been excluded. For example, in the case of someone renting rooms or a bungalow but buying his own food, only the rent is included in expenditure; the cost of food etc. has been excluded. Cost of transport is not included except in the case of inclusive coach tours; in any other case where the informant reported an amount inclusive of fares a deduction has been made in Coding. As far as practicable, only expenditure of a commercial nature has been included. Visits to friends were completely excluded, even when a money gift had been given to the friends. Charges for patients in hospitals, clinics and nursing homes have also been excluded. Further, the amount tabulated against an informant was consistent with the number of person-visits and number of nights spent in the accommodation as defined below; also see Section 8(iv).

(v) *Number of visits*

This is the number of visits reported by an informant, with an addition for any children who accompanied him or her; see Section 8(iv), for an explanation of the procedure adopted where informants were accompanied by their families.

(vi) *Number of nights*

For each visit this is the total number of person-nights covered by the charge for accommodation, as ascertained from Q.15 of the interview questionnaire.

(vii) *Length of stay*

This is the number of nights spent in the accommodation as given in Q.15(a). Where a family party was involved, all members stayed the same number of nights except in 5 cases. In the latter one member of a family party stayed a different number of nights from the rest of the party. Length of stay for each member was then defined as the average length, that is the number of nights spent away by the whole family party divided by the number in the party.

(viii) *Expenditure per person per visit*

Where only one person was involved, the distributions by expenditure per person per visit, are straightforward (Tables 12 and 13). Where a married couple were away together the visit has been classified according to the average expenditure of the two. Where a child was included in the family party, total expenditure for the family party has been allocated between adults and children by treating expenditure on account of a child as two-thirds that of an adult. In the adult columns of Table 12 each family visit has been counted once and distributed according to expenditure per head of adults in the family party after calculating the adult share of the expenditure as just explained. In the columns for children, visits by children in a family party have been counted as  $n/2$ , or as  $n$  visits, according to whether the informant was or was not accompanied by husband or wife; where  $n$  is the number of (their) children accompanying them in the family party; also see Section 8(iv). This number of visits, ie  $n$  or  $n/2$ , has been distributed according to expenditure per child after calculating the child share of total expenditure as explained above. Table 12 contains distributions by expenditure per person both for visits and for nights. If these are then taken in pairs there is, as would be expected, a fairly steady rise in number of nights per visit with increasing expenditure; in particular, the entry in the over £100 range is derived from a single visit lasting more than 20 weeks.

## 6. Tables of detailed results

TABLE 3

Holidays and Non-Business Occasional Visits spent in U.K. Accommodation in 1969

Expenditure, number of visits and nights analysed by whether meals provided\*

	Full or Part board	Bed and breakfast	No meals	Total	No. in sample reporting expenditure
<b>Expenditure</b>	<b>£mn</b>	<b>£mn</b>	<b>£mn</b>	<b>£mn</b>	
Q.11					
1 Licensed hotels	56.96	11.39	0.20	68.55	330
2 Unlicensed hotels	12.54	2.19	—	14.72	91
3 Boarding, guest and private houses	39.16	15.10	1.31	55.58	420
4 Holiday camps	12.13	0.46	1.75	14.34	79
5 Hostels	3.71	0.24	0.20	4.14	29
6 Rent of rooms, bungalows, etc.	1.61	0.14	31.83	33.58	372
Q.10					
8 Coach tours	6.98	0.18	—	7.17	27
	133.10	29.70	35.29	198.08	1197
<b>Number of Visits</b> (Millions)					
Q.11					
1 Licensed hotels	2.89	1.33	0.02	4.24	
2 Unlicensed hotels	0.83	0.30	—	1.13	
3 Boarding, guest and private houses	3.39	2.08	0.15	5.62	
4 Holiday camps	0.88	0.04	0.26	1.18	
5 Hostels	0.22	0.05	0.12	0.38	
6 Rent of rooms, bungalows, etc.	0.11	0.02	6.26	6.39	
Q.10					
8 Coach tours	0.24	0.01	—	0.25	
	8.56	3.83	6.81	19.20	
<b>Number of Nights</b> (Millions)					
Q.11					
1 Licensed hotels	22.25	5.48	0.08	27.81	
2 Unlicensed hotels	7.17	1.45	—	8.63	
3 Boarding, guest and private houses	27.66	12.23	2.14	42.04	
4 Holiday camps	6.34	0.25	2.01	8.61	
5 Hostels	3.63	0.15	0.60	4.38	
6 Rent of rooms, bungalows, etc.	1.02	0.13	58.11	59.24	
Q.10					
8 Coach tours	1.69	0.13	—	1.82	
	69.75	19.82	62.94	152.53	

\*Excludes unaccompanied children

TABLE 4

## Occasional Business Visits in 1969

Expenditure, number of visits and nights analysed by type of accommodation and whether meals provided

	Full or Part board	Bed and breakfast	No meals	Total	No. in sample reporting expen- diture
Expenditure	£mn	£mn	£mn	£mn	
Licensed hotels	11.91	5.67	0.15	17.74	95
Unlicensed hotels, boarding houses, etc.	5.25	1.52	—	6.77	37
Others*	1.75	0.05	0.20	2.00	15
Total	18.91	7.24	0.35	26.51	132
Number of Visits (Millions)					
Licensed hotels	0.72	0.63	0.03	1.37	
Unlicensed hotels, boarding houses, etc.	0.26	0.21	—	0.47	
Others*	0.08	0.04	0.06	0.18	
Total	1.07	0.88	0.09	2.03	
Number of Nights (Millions)					
Licensed hotels	3.18	2.39	0.07	5.64	
Unlicensed hotels, boarding houses, etc.	4.00	1.23	—	5.23	
Others	0.92	0.04	0.48	1.43	
Total	8.10	3.66	0.55	12.30	

\*Includes 1 person on a coach tour on business

TABLE 5

## Regular Visits in 1969

Expenditure and Number of Visits\*

	Expenditure		Number of visits		No. in sample reporting regular visits	
	Business	Private	Business	Private	Business	Private
Licensed hotels	£mn 38.89	£mn 0.32	mn 5.45	mn 0.05	39	1
Unlicensed hotels	11.63	—	3.09	—	6	—
Boarding houses, etc.	9.17	1.68	5.86	0.42	11	4
Hostels	2.33	—	0.14	—	2	—
	62.02	2.00	14.54	0.47	58	5

\*No information available on the number of nights

TABLE 6

Holidays and Occasional Visits spent in U.K. Accommodation in 1969

Expenditure per night derived from Tables 3 &amp; 4

	Full or Part board	Bed and breakfast	No meals	All visits
	£	£	£	£
Private visits (Table 3)				
Licensed hotels	2.6	2.1	2.4*	2.5
Unlicensed hotels	1.7	1.5	—	1.7
Boarding, guest and private houses	1.4	1.2	0.6	1.3
Holiday camps	1.9	1.8*	0.9	1.7
Hostels	1.0	1.6*	0.3	0.9
Rent of rooms, bungalows, etc.	1.6	1.1*	0.5	0.6
Coach tours	4.1	1.4*	—	4.0
All private visits	1.9	1.5	0.6	1.3
Occasional business visits (Table 4)				
Licensed hotels	3.7	2.4	2.1*	3.1
Unlicensed hotels, boarding houses, etc.	1.3	1.2	—	1.3
Others	1.9*	1.5*	0.4*	1.4
All business visits	2.3	2.0	0.6	2.1

\*Based on less than 10 visits

TABLE 7

## Holidays and Non-Business Occasional Visits in 1969

Expenditure, number of visits and nights analysed by whether meals provided and length of stay

*Licensed hotels in U.K.*

Length of stay (nights)	Full or Part board	Bed and breakfast	No meals	Total
Expenditure				
	£mn	£mn	£mn	£mn
1-3	3.87	3.46	0.05	7.38
4-6	11.19	2.49	—	13.68
7	13.50	1.74	0.14	15.40
8-10	5.33	0.58	—	5.90
11-14	18.22	2.89	—	21.11
15-21	3.69	0.19	—	3.88
22 or over	1.16	0.04	—	1.20
	56.96	11.39	0.20	68.55
Number of visits				
	mn visits	mn visits	mn visits	mn visits
1-3	0.55	0.87	0.01	1.42
4-6	0.65	0.20	—	0.85
7	0.78	0.11	0.01	0.89
8-10	0.24	0.04	—	0.29
11-14	0.56	0.10	—	0.67
15-21	0.08	0.01	—	0.09
22 or over	0.04	0.01	—	0.05
	2.89	1.33	0.02	4.24
Number of nights				
	mn nights	mn nights	mn nights	mn nights
1-3	1.02	1.44	0.02	2.48
4-6	3.33	0.94	—	4.26
7	5.41	0.76	0.06	6.23
8-10	2.28	0.37	—	2.65
11-14	7.53	1.31	—	8.85
15-21	1.44	0.19	—	1.64
22 or over	1.25	0.47	—	1.71
	22.26	5.48	0.08	27.81



TABLE 8

## Holidays and Non-Business Occasional Visits in 1969

Expenditure, number of visits and nights analysed by whether meals provided and length of stay

*Unlicensed hotels\* in U.K.*

Length of stay (nights)	Full or Part board	Bed and breakfast	No meals	Total
Expenditure				
	£mn	£mn	£mn	£mn
1-3	2.08	2.20	0.12	4.39
4-6	6.47	4.20	0.09	10.76
7	14.59	2.66	0.18	17.44
8-10	3.51	1.72	—	5.24
11-14	22.80	5.59	0.76	29.15
15-21	1.80	0.92	0.07	2.79
22 or over	0.45	—	0.09	0.54
	51.70	17.29	1.31	70.30
Number of visits				
	mn visits	mn visits	mn visits	mn visits
1-3	0.49	0.81	0.02	1.32
4-6	0.73	0.71	0.01	1.45
7	1.51	0.32	0.03	1.85
8-10	0.27	0.18	—	0.45
11-14	1.14	0.31	0.05	1.49
15-21	0.07	0.04	0.02	0.14
22 or over	0.01	—	0.03	0.04
	4.22	2.38	0.15	6.75
Number of nights				
	mn nights	mn nights	mn nights	mn nights
1-3	1.06	1.44	0.04	2.55
4-6	3.78	3.60	0.05	7.43
7	10.59	2.21	0.19	12.99
8-10	2.42	1.59	—	4.02
11-14	15.49	4.12	0.75	20.36
15-21	1.23	0.73	0.38	2.34
22 or over	0.25	—	0.73	0.98
	34.84	13.69	2.14	50.67

\*Includes Boarding and Guest Houses

TABLE 9

## Holidays and Non-Business Occasional Visits

Expenditure, number of visits and nights analysed by whether meals provided and length of stay

*Holiday Camps and Hostels in U.K.*

Length of stay (nights)	Full or Part board	Bed and breakfast	No meals	Total
Expenditure				
	£mn	£mn	£mn	£mn
1-3	0.25	0.06	0.05	0.36
4-6	1.72	0.21	0.61	2.54
7	9.63	0.42	0.88	10.93
8-10	0.18	—	0.07	0.25
11-14	1.60	—	0.32	1.92
15-21	—	—	—	—
22 or over	2.48	—	—	2.48
	15.84	0.69	1.95	18.48
Number of visits				
	mn visits	mn visits	mn visits	mn visits
1-3	0.07	0.04	0.04	0.16
4-6	0.15	0.03	0.09	0.27
7	0.75	0.03	0.15	0.93
8-10	0.03	—	0.04	0.07
11-14	0.06	—	0.04	0.11
15-21	—	—	—	—
22 or over	0.03	—	—	0.03
	1.09	0.10	0.37	1.56
Number of nights				
	mn nights	mn nights	mn nights	mn nights
1-3	0.20	0.05	0.10	0.35
4-6	0.85	0.16	0.52	1.53
7	5.25	0.19	1.04	6.49
8-10	0.26	—	0.32	0.58
11-14	0.88	—	0.63	1.51
15-21	—	—	—	—
22 or over	2.53	—	—	2.53
	9.96	0.41	2.61	12.97

TABLE 10

Holidays and Non-Business Occasional Visits in 1969  
Expenditure, number of visits and nights analysed by whether  
meals provided and length of stay

*Rented rooms, bungalows\* etc., in U.K.*

Length of stay (nights)	Full or Part board	Bed and breakfast	No meals	Total
Expenditure				
	£mn	£mn	£mn	£mn
1-3	0.02	—	0.72	0.74
4-6	0.17	—	3.25	3.42
7	0.70	0.14	11.05	11.88
8-10	—	—	0.81	0.81
11-14	0.45	—	14.03	14.48
15-21	0.27	—	0.85	1.11
22 or over	—	—	1.12	1.12
	1.61	0.14	31.83	33.58
Number of visits				
	mn visits	mn visits	mn visits	mn visits
1-3	0.02	—	0.29	0.31
4-6	0.02	—	0.91	0.93
7	0.04	0.02	2.69	2.76
8-10	—	—	0.22	0.22
11-14	0.01	—	1.94	1.95
15-21	0.03	—	0.15	0.17
22 or over	—	—	0.04	0.04
	0.11	0.02	6.26	6.39
Number of nights				
	mn nights	mn nights	mn nights	mn nights
1-3	0.03	—	0.57	0.60
4-6	0.08	—	5.04	5.13
7	0.32	0.13	18.88	19.32
8-10	—	—	1.91	1.91
11-14	0.13	—	26.24	26.36
15-21	0.47	—	2.68	3.15
22 or over	—	—	2.77	2.77
	1.02	0.13	58.11	59.24

\*Excludes coach tours

TABLE 11

## Occasional Business Visits in U.K. in 1969

Expenditure, number of visits and nights analysed by type of accommodation and length of stay

Length of stay (nights)	Licensed hotels	Unlicensed hotels (a)	Others (b)	Total
Expenditure				
	£mn	£mn	£mn	£mn
1-3	4.72	0.34	0.31	5.36
4-6	5.06	1.22	0.52	6.80
7	0.76	0.67	0.31	1.73
8-10	1.83	—	—	1.83
11-14	0.85	0.44	—	1.29
15-21	3.29	1.27	0.13	4.69
22 or over	1.25	2.83	0.75	4.82
	17.74	6.77	2.01	26.51
Number of visits				
	mn visits	mn visits	mn visits	mn visits
1-3	0.91	0.13	0.08	1.12
4-6	0.25	0.18	0.05	0.49
7	0.04	0.05	0.02	0.12
8-10	0.06	—	—	0.06
11-14	0.03	0.03	—	0.05
15-21	0.05	0.04	0.01	0.11
22 or over	0.02	0.04	0.02	0.07
	1.37	0.47	0.18	2.03
Number of nights				
	mn nights	mn nights	mn nights	mn nights
1-3	1.36	0.21	0.17	1.74
4-6	1.19	0.80	0.28	2.28
7	0.32	0.38	0.13	0.82
8-10	0.56	—	—	0.56
11-14	0.34	0.35	—	0.70
15-21	1.00	0.83	0.18	2.01
22 or over	0.87	2.66	0.68	4.20
	5.64	5.23	1.43	12.30

(a) Including Boarding and Guest Houses

(b) Includes 1 coach tour

TABLE 12

Distribution of visits by expenditure per person per visit  
All Holidays and Non-Business Occasional Visits in 1969(a)

Expenditure per person per visit (b)	Adults without children		Adults with children			
	No. of visits	No. of nights	No. of visits		No. of nights	
			Adults	Children	Adults	Children
£	mn	mn	mn	mn	mn	mn
Under 2	0.60	1.56	0.47	1.08	3.05	7.39
2-	1.42	5.68	1.45	1.94	9.96	14.67
5-	2.23	14.28	1.48	1.40	11.97	11.90
10-	1.56	11.77	0.86	0.52	6.81	5.11
15-	1.03	9.04	0.44	0.20	4.32	2.48
20-	0.61	6.15	0.16	0.13	2.00	1.64
25-	0.91	12.51	0.32	0.09	3.68	1.00
50-	0.20	3.32	0.04		0.67	
75-						
100-	0.01(c)	1.45				
	8.57	65.78	5.23	5.36	42.45	44.21

- (a) Includes coach tours  
 (b) Expenditure in a family party has been allocated to each individual, counting expenditure on a child as two-thirds of an adult  
 (c) Based on one visit lasting 161 nights

TABLE 13

Distribution of visits by expenditure per person per visit  
Occasional business visits, regular visits by adults and occasional  
visits by unaccompanied children

Expenditure per person per visit	Occasional business visits	Regular Visits		Unac- companied children
		Business	Private	
£	mn	mn	mn	mn
Under 2	0.13	7.70	0.05	0.20
2-	0.52	2.68	0.11	0.31
5-	0.60	2.27	0.31	0.32
10-	0.25	0.99		0.19
15-	0.14	0.35		0.08
20-	0.12	0.55		0.05
25-	0.14			0.03
50-	0.10			0.01
	2.03	14.54	0.47	1.19

TABLE 14

Holidays and all other occasional visits in U.K.  
Expenditure, visits and nights by calendar quarters 1969

	Quarters				Total 1969
	I	II*	III	IV	
Expenditure	£mn	£mn	£mn	£mn	£mn
Adults and accompanied children:					
Holiday and non-business occasional visits	4.64	51.43	132.27	9.75	198.08
Business occasional visits	5.85	9.02	5.42	6.22	26.51
Unaccompanied children	10.50	60.45	137.69	15.97	224.59
	0.28	2.33	6.60	0.42	9.61
	10.77	62.78	144.30	16.39	234.20
Number of visits (millions)					
Adults and accompanied children:					
Holiday and non-business occasional visits	0.45	4.70	13.00	1.04	19.20
Business occasional visits	0.47	0.54	0.54	0.48	2.03
Unaccompanied children	0.92	5.24	13.54	1.52	21.23
	0.04	0.33	0.71	0.10	1.19
	0.97	5.57	14.25	1.62	22.42
Number of nights (millions)					
Adults and accompanied children:					
Holiday and non-business occasional visits	1.70	38.16	107.49	5.18	152.53
Business occasional visits	1.86	4.37	3.15	2.93	12.30
Total for all holidays and occasional visits†	3.56	42.53	110.64	8.11	164.83

\* Includes Easter

† Number of nights not available for unaccompanied children

TABLE 15

Holidays and Non-business Occasional Visits in 1969 analysed by  
whether visit was spent in one place or touring

	Expen- diture	Number of Visits	Number of Nights
	£mn	mn	mn
Visits spent in one place	162.68	16.47	131.74
Touring privately	28.22	2.44	18.89
Coach tours	7.17	0.25	1.82
Total	198.08	19.20	152.53

TABLE 16

Holidays and Non-business\* Occasional Visits analysed by whether visit spent in Great Britain, Northern Ireland, Channel Islands or Isle of Man

	Great Britain	Northern Ireland	Channel Islands and Isle of Man	U.K.
<b>Expenditure (£ million)</b>				
Adults and accompanied children	184.66	1.44	12.17	198.08
Unaccompanied children	8.98	0.14	0.50	9.61
<b>Number of visits (million)</b>				
Adults and accompanied children	18.51	0.09	0.60	19.20
Unaccompanied children	1.13	0.01	0.04	1.19
<b>Number of nights (million)</b>				
Adults and accompanied children	145.60	0.91	6.03	152.53

\* All the business occasional visits were in Great Britain; a breakdown by country is not available for regular visits

TABLE 17

Holidays of Unaccompanied Young People  
By Type of Accommodation (a)

	Aggregate expenditure of sample	Number of visits
Q.29	£	
1 School Buildings	16	5
2 Camping—organized	163	30
3 Camping—privately	38.5	9
Caravan (b)	40.2	9
4 Licensed hotel	131	10
5 Unlicensed hotel	103.5	9
6 Boarding, Guest, Private House	180.5	18.5
7 Holiday camp	145.5	12
8 Hostel	112.5	17.5
9 Other	133.3	11.5
Weighted data	£1064.0	131.5
Grossed up estimate	£9.61mn	1.19mn

(a) This table shows the aggregate data obtained in the survey after re-weighting the cases where the child had two parents. The details have not been grossed up on a national basis because of the small number of visits in each category.

(b) Originally classified by interviewers with the "other" category.

## 7. Survey procedure and response rates

The procedure followed closely that of the 1964 survey. The sample was designed and selected by the Social Survey but subsequent operations, including those dealing with the postal questionnaire, fieldwork and tabulating, were carried out by KMBS Ltd. according to instructions given by the Social Survey and under its supervision.

### (i) *Postal stage*

A simple questionnaire containing four questions requiring only a YES/NO answer (form S 724/C) was sent with a covering letter (S 724/A) to the 5,000 electors on 8 January 1970. A first reminder letter was sent on 19 January to the 2,678 who had not replied by that date, and where necessary a second reminder was sent a few days later. Completed questionnaires were received from 3,779, or 75.6%. Further details of the response to the postal questionnaire are shown in Tables A and B. The data in Table B are as obtained from the returned postal questionnaires; they have not been adjusted in the light of information obtained at the subsequent interview.

TABLE A  
Response Analysis of Postal Returns

	1969	%	1964
Sent out	5000	100.0	100.0(a)
Completed questionnaires	3779	75.6	83.0
Returned incomplete because:			
Moved/Abroad/Not known/			
House demolished	220		
Deceased/Minor	60		
Refused/returned blank	84		
	364	7.3	6.2
No reply to second reminder	857	17.1	10.8

(a) based on 5035

TABLE B  
Information From Postal Returns

	1969	%	1964
Completed returns:	3779	100.0	100.0(a)
Q.			
1 Had holiday	2033	53.8	55.9
2 Been away apart from holiday	1464	38.7	33.5
3 Stayed in paid accommodation	1552	41.1	42.9
4 Child (under 21) had unaccompanied visit	508	13.4	11.4

(a) based on 4177

### (ii) *Interview stage*

The interview sample of 2,571 consisted of:

- (a) 1,714 who from their postal replies seemed likely to have incurred expenditure in the field covered by the survey, that is those giving a positive reply to:

Q.3 Have you stayed at any time in 1969 in accommodation for which a charge was made?



Q.4 Apart from any holiday or visits with you, do you have a son or daughter under 21, living either at home or away, who at any time in 1969 stayed in accommodation for which a charge was made?

(b) 857 who did not reply to the postal questionnaire after two reminders.

It will be seen from Table B that 1,552 out of the 1,714 were informants who said 'Yes' to Q.3, the balance of 162 being informants who had not stayed in paid accommodation themselves, but whose children had.

The fieldwork was carried out in the latter part of February and March 1970.

### (iii) Overall response rate

The postal and interview stages must be taken together in judging the completeness of the results. The combined response figures are shown in Table C. Of those who were found not to be part of the effective sample, 220 were excluded after the postal stage because the postal questionnaires were returned with the explanation that the addressee had moved or gone away. A further 264 of the postal non-respondents were excluded because the interviewer found that the selected individual was no longer living at the address on the Electoral Register. Eliminating these two groups, 484 in all, together with 98 who had either died before the interview or had been included on the register in error, left an effective sample of 4,418. It will be observed that there was a slight fall in response as between 1964 and 1969. No explanation is offered as to the cause, but it may be of interest to note that a similar fall in response has been observed in the Family Expenditure Survey over this period.

TABLE C  
Complete Analysis of Response

	1969	%	1964
Cases for which data available	4008	80.2	86.2
Information not obtained			
(i) Refusals including incomplete interviews)	306	6.1	2.4
(ii) Non contacts, away for duration of survey, ill	104	2.1	0.7
(iii) Moved	484	9.6	8.9
(iv) Deceased	98	2.0	1.8
	5000	100.0	100.0(a)
Effective sample excluding (iii) and (iv)	4418		4496
Response rate (first row as % of effective sample)		90.7	96.5

(a) based on 5035

### (iv) Composition of achieved sample

The total for whom some relevant information is available is 4,008. This includes a group of 2,640 (see Table D) who had no expenditure in any of the fields covered by the inquiry. The information on which the tables in this report are based therefore comes entirely from the replies of the remaining 1,368, although, of course, the grossing up factor (see Section 7v) is based on 4,008. It will also be observed that only 167 out of the 857 non-respondents to the postal questionnaire contributed to the reported expenditure.

The composition of the complete sample of 4,008 is not known because the postal questionnaire was made as simple as possible in order to encourage

replies. The questions on it were restricted to four concerned with points immediately relevant to the inquiry. All ancillary topics such as age and sex were excluded, and since the postal questionnaire is the sole source of information for more than half of the sample (Table D) a breakdown by demographic attributes cannot be made. A few details, however, are available for the 1,368 who provided the expenditure data; 48% were men, 52% women; 86% were married, 9% single and the remaining 5% widowed, divorced or separated.

TABLE D  
Achieved Sample, Analysed by Whether the Informant  
had had Expenditure on U.K. Accommodation

	1969	%	1964	%
Sample co-operating				
Expenditure within the fields covered by the survey				
Interview following postal reply	1201	30.0	34.5	
Interview with postal non-respondent	167	4.2	2.8	
	1368	34.2	37.3	
No expenditure				
Interview followed <i>postal</i> reply but yielded no expenditure because:				
Expenditure abroad only	129	3.2	2.7	
Other reasons	115	2.9	4.9	
Interview with postal non-respondent:				
Expenditure abroad only	34	0.8	5.5	
Other reasons	297	7.4		
Decided on the basis of postal reply	2065	51.5	49.6	
	2640	65.8	62.7	
Sample co-operating	4008	100.0	100.0(a)	

(a) based on 4338

(v) *Grossing up to estimates for all residents in Great Britain*

In order to provide estimates of total expenditure by residents in Great Britain the information from the sample has been grossed up to a population of 36.2 million. This estimate is based on the *de facto* population aged 21 and over, excluding an allowance for long term hospital patients, residents of homes for the elderly and disabled, and the prison population. It excludes UK forces stationed abroad, but includes foreign servicemen stationed in this country. The grossing up factor is therefore 9,032; the corresponding factor for 1964 was 8,114 based on a sample of 4,338. It will be appreciated that this grossing up assumes that the results obtained from those who cooperated in the survey are representative of the whole population from which the sample was drawn, including those who for various reasons failed to take part and also some who were not in the sampling frame, eg Servicemen. It is not possible to adjust for missing cases other than by this crude grossing up, nor indeed is it possible to discover whether the non-respondents have introduced bias into the results.

In consequence of this grossing up and the re-weighting described in Section 8(iv), the data have been rounded and do not add exactly to the totals in the tables.

## 8. Coverage of the survey

### (i) *The sample*

A two-stage stratified design was used, with local authority administrative areas as the primary sampling units. Areas were first stratified by standard region, with Greater London treated as a separate region and Scotland divided into four sub-divisions. This yielded 14 initial strata. Within these strata the administrative areas were further stratified into three groups or cells: first, areas within conurbations; second, other urban areas outside conurbations; and third, rural areas outside conurbations. In parts of Scotland where the sample size proved to be small, cells were combined and primary units selected from the combined cells. The local authority areas within each of the cells so defined were ordered in descending size of the 1969/70 parliamentary electorate. From this sampling frame 80 primary sampling units were selected with probability proportional to the 1969/70 electorate.

In the second stage of sampling electors were selected from each of the 80 areas using a random start, the names and addresses being taken from the registers current at that time, namely those compiled in October 1968 and in force from 16 February 1969 until 15 February 1970. The probability of selection within an area was adjusted to give an overall uniform probability. The total sample consisted of 5,000 electors. At the time these registers were compiled the age of majority was still 21; it was not reduced to age 18 until somewhat later.

### (ii) *UK visits only; those abroad excluded*

Although the sample and fieldwork were restricted to Great Britain, informants were asked for details of any visits they had made outside Great Britain which were to Northern Ireland, the Channel Islands or the Isle of Man. Visits abroad, that is to areas outside the area just defined, were excluded on the basis of Qs. 9, 18 or 28 of the interview questionnaires. If the visit was partly in the UK and partly abroad, the part in the UK area has been retained in the tabulation and the part outside discarded. An example is someone going abroad on holiday, but spending one night in this country on both the outward and return journeys. The two nights have then been tabulated as one visit and expenditure adjusted to relate to two nights only. Nights spent at sea or in aircraft and the corresponding expenditure have also been excluded from the survey irrespective of the nationality of the vessel or aircraft.

### (iii) *Period covered*

All visits commencing in 1969 were included. In the quarterly analysis of Table 14 a visit has been classified according to the month in which it began.

### (iv) *Informants accompanied by their families*

Each informant was asked about all visits he had made, including those in family parties or with other people. The details of each visit as regards the number of nights and total expenditure were restricted to accommodation occupied by the informant, his or her spouse (where a married couple were away together) and any of their children under 21 who were with them. The survey can be regarded as generating a sample of visits in which some, namely those where a married couple were away together, had twice the chance of inclusion compared

with those where the informant was not accompanied by his spouse. In the analysis this over-weighting has been corrected by halving all the relevant data relating to visits in which couples were away together. In particular, this re-weighting was applied to all the expenditure data, to the numbers of nights and to the numbers of visits. In the case of data on visits, the effect of re-weighting is that each family party has been counted as one adult visit, plus the weighted number of child visits. The latter were taken as one half the actual number of children in the family party where both parents were included, but as the full number where only the informant was away with them. In Table 12 adult visits and child visits calculated in this way are shown separately.

(v) *Survey limited to visits spent in commercial accommodation*

The survey was concerned with accommodation for which a charge was made on a commercial basis. Visits to friends and relatives were excluded, as in 1964. In most cases the distinction was clear enough and the whole visit was excluded from the interview as soon as the interviewer realized the position. Occasionally there was some doubt as to whether a visit should be included and as a precaution the interviewer proceeded as though the visit was eligible. The final decision whether or not to retain the visit was then made at the coding stage. These cases were few and largely involved a small gift of money. Usually they were deleted; they were only retained in the survey when it was clear from the interviewer's comments that the payment was on a commercial basis and that but for the informant's visit the accommodation would have been available for someone else.

(vi) *Regular visits included as well as holidays and occasional visits*

In the 1969 survey as in the previous inquiries, a distinction was made between regular visits on the one hand and holidays and occasional visits on the other. The distinction was made on practical grounds that whereas it is reasonable to ask separately about each holiday or occasional visit, this is not practicable where the informant has made many visits in the course of a year. For this reason, informants were asked whether they regularly made visits away from home (Q.7 on the interview questionnaire). This distinction is subjective in nature depending on the informant's opinion as to the difference between occasional and regular visits. The only guidance that could usefully be given to interviewers was that a regular visit was one made at least once a month. In practice, a few who reported regular visits had had less than 12 such visits in 1969. The informant's opinion was, in general, accepted and where he said he had been away regularly he was then taken through the questions on page 4 of the questionnaire.

Expenditure for 1969 was estimated by taking the number of regular visits made in that year (Q.20) and assuming that the average expenditure on each was equal to that of the last occasion (Q.21). There were 65 informants who reported regular visits but two had to be omitted from the estimate because the information was insufficient to calculate annual expenditure. Of the 63 on which the main estimates are based, 12 informants gave supplementary information about each visit in 1969 or about the extent of the variation from the expenditure on the last occasion (Q.22); for these 12 cases annual expenditure has been calculated from the more detailed information.

For all except two cases (where husband and wife were away together) the expenditure reported by the informant related only to himself. In most cases the

details reported referred to separate visits, but in a few cases the number of separate visits was not known; instead the information given by the informant was the charge per night and an estimate of the total number of nights he had been away altogether over the whole year. The number of regular visits shown in Tables 5 and 13 has therefore been exaggerated by the inclusion of a few cases where each night the informant was away has been treated as though it were a separate visit. Most of the visits which were of a business nature, 58 in all, were probably made by sales representatives, lorry drivers or other people whose employment necessitated frequent travelling. This cannot be confirmed in every case because informants were not asked about their occupations as a part of the standard questionnaire, but sometimes it came out in a note by the interviewer.

(vii) *Visits by unaccompanied children under 21*

As the sample was selected from the Electoral Registers current in October 1969 it contained no-one under 21. In order to obtain information about under 21's all informants who had children under 21 at the time of the survey were asked further questions about them. The questions were put when it appeared that a child had been away from home on a holiday or other visit not accompanied by his parents. Just over 700 of the 1,368 informants who gave interview information provided data on children under 21. All except 43 of the 1,437 children involved were living at home. As far as possible, information was also obtained about any visits which these 43 children might have made.

As with adults, the details about each visit were obtained irrespective of who paid for it. Of the 43 children living away from home, details of holidays were given in 14 cases; in the remainder the parents gave the information that the child had had no such holiday, and in most cases there seemed no reason to doubt this.

In order to secure as many cases as possible and thus reduce the variance of the data, the information about these children was obtained irrespective of which parent was selected. Hence, visits by children with two parents had twice the chance of inclusion in the sample compared with those who had only one. Data were obtained for 256 visits; 249 related to children with two parents, and seven to those with only one. Before grossing up, all data relating to the first group have been halved; this also applies to Table 17. The seven cases where the child appeared to have only one parent were examined carefully to see whether where the child's parents were divorced, more than one person might have given the information, thus invalidating the re-weighting procedure. In all the cases reported the child in question was living in the parent's home, so there could be little doubt that the visit had had only one chance of inclusion.

9. *Sampling errors for various expenditure categories*

Expenditure as defined for this survey covered a wide variety of services. It ranged from the charge for a camping site for one or two nights to an account with a four-star hotel covering a prolonged stay. It is therefore not surprising that the expenditure reported by informants shows a wide variation. This is confirmed by the distributions in Tables 7 to 13 which display considerable variation in the length of individual visits and in the amounts spent on them.

Table E gives estimates of the standard errors for a selection of the main items in the detailed tables. These have been derived by pairing primary sampling

units and forming an estimate of the sampling errors by a procedure described elsewhere.<sup>1</sup>

The sample design was multi-stage so that an estimate derived directly by the application of the conventional single stage random formula is likely to be an under estimate. The figures quoted in Table E are considered to be more realistic than those that would have been obtained from the use of the simple formula.

It will be seen that the coefficient of variation is between 5 and 10% for total expenditure on all visits and also for the main information on holidays and non-business occasional visits. The coefficient is, however, substantially greater where the information is based on only a small part of the sample, see Table 3 and 4, final column. Examples are the estimates of expenditure on coach tours and all the information about expenditure on occasional business visits. Regular visits display a high variability largely because only about 60 out of the sample of 4,008 reported visits of this type.

TABLE E  
Sampling Errors for the Main Items in the grossed up data for 1969

		(1) Main table in which item appears	(2) Grossed up estimate	(3) S E of item in Col 2	(4) Coefficient of variation %
Expenditure on visits of all kinds		1	£mn	£mn	
Licensed hotels only			125.50	11.78	9.39
Total			298.22	17.66	5.92
Expenditure on business visits		1			
Total			88.53	13.47	15.22
Holidays and non-business occasional visits		3	£mn	£mn	
Expenditure in:					
Licensed hotels	-		68.55	6.80	9.92
Unlicensed hotels, boarding houses, etc.			70.30	4.71	6.70
Other (excluding coach tours)			52.06	3.50	6.72
Coach tours			7.17	1.61	22.50
Total			198.08	10.18	5.14
Number of visits	Total		19.20 mn	0.97 mn	5.06
Number of nights	Total		152.53 mn	7.90 mn	5.18
Occasional business visits		4	£mn	£mn	
Expenditure in:					
Licensed hotels			17.74	3.84	21.66
All other			8.77	2.50	28.52
Total			26.51	4.68	17.65
Number of visits	Total		2.03 mn	0.23 mn	11.21
Number of nights	Total		12.30 mn	2.62 mn	21.28
Regular business visits		5	£mn	£mn	
Expenditure in:					
Licensed hotels			38.89	9.84	25.30
Total			62.02	12.50	20.16
Unaccompanied children		17			
Expenditure	Total		9.61	0.93	9.65
Number of visits	Total		1.19 mn	0.09 mn	7.42

<sup>1</sup> Sampling errors in the Family Expenditure Survey by W. F. F. Kemsley. *Applied Statistics*, Vol. 15, pp. 1-13, 1966.

*Government Social Survey*

ATLANTIC HOUSE, HOLBORN VIADUCT, LONDON E.C.1

01-583 8931 - Ext. 315

Our reference S 724/A

January 1970

Dear Sir or Madam,

I am writing to ask for your help in a survey which we are making for the Board of Trade. In this survey we are trying to find out how much was spent in 1969 on holiday accommodation and other accommodation at which people stayed while temporarily away from home for any other reason.

Similar surveys were made in 1960 and 1964. The results indicated that the expenditure in this country was about £250 million, and because of its importance it is necessary to bring this estimate up to date.

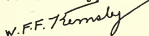
The only way in which we can obtain reliable information on the subject is to ask a cross section of people how much they have spent in this way. As a preliminary stage in the inquiry our first need is to find out how many people have been away either for a holiday or for any other reason, and how many stayed in accommodation for which a charge was made. It is for this preliminary stage that I am now asking for your help on behalf of the Board of Trade.

We hope that you will help by answering the simple questions on the enclosed form. Please complete it even if your answer to every question is 'No'. It is important that the replies we receive should be representative, and this means that we need to have the forms back from everyone whether their answers are 'Yes' or 'No'.

I should explain that the Government Social Survey is a government department which relies entirely on voluntary cooperation. The information you give will be treated in strict confidence. You will notice that the form does not contain your name, nor need it be signed. Your identity will be known only to this government department and to KBMS Ltd., a market research company, who are carrying out the inquiry under our supervision.

Please complete and return the form as soon as you can. A reply envelope addressed to KBMS Ltd. is enclosed.

Yours faithfully,



W.F.F. Kemsley.

S 724/C

## GOVERNMENT SOCIAL SURVEY

## ENQUIRY INTO EXPENDITURE ON ACCOMMODATION AWAY FROM HOME - 1969

As a first stage in this enquiry, we would like this form to be answered by the person whose name appears on the envelope. If he or she has moved and it is not possible to send this form on, please return it explaining the circumstances below.

PLEASE PUT A TICK ☒ IN THE APPROPRIATE BOX.

- |   | YES                      | NO                       |
|---|--------------------------|--------------------------|
| 1. Have you had a holiday away from home in the last year, that is since 1st January 1969 ?   | <input type="checkbox"/> | <input type="checkbox"/> |
|   | YES                      | NO                       |
| 2. Apart from a holiday, have you been away from home for one night or more in the last year, on business or for any other reason ?   | <input type="checkbox"/> | <input type="checkbox"/> |
|   | YES                      | NO                       |
| 3. Have you stayed at any time in 1969 in accommodation for which a charge was made ?   | <input type="checkbox"/> | <input type="checkbox"/> |
|   | YES                      | NO                       |
| 4. APART FROM ANY HOLIDAY OR VISITS WITH YOU, do you have a son or daughter under 21, living either at home or away, who any time in 1969 stayed in accommodation for which a charge was made ? | <input type="checkbox"/> | <input type="checkbox"/> |

Have no Children Under 21

☐

**IMPORTANT:** Please complete this form even if your answer to every question is 'NO' and return it to:

KBMS Limited,  
Broadway House,  
The Broadway,  
London S.W.19.



KBMS LTD., BROADWAY HOUSE,  
THE BROADWAY, LONDON S.W.19.  
TEL: 01-540 7161

# OFFICE USE

JOB NO.			
1	2	3	4
5	3	6	4
Serial No:			
Cols. 5-8			

# INTERVIEW QUESTIONNAIRE

ADDRESS LABEL

KBMS S364

GOVERNMENT SOCIAL SURVEY  
EXPENDITURE ON ACCOMMODATION  
AWAY FROM HOME - 1969

INTERVIEWER .....

## CONTACT DETAILS

Date of Interview .....

Dates of Other .....

Contact Attempts .....

INTERVIEW NOT OBTAINED BECAUSE:-  
NAMED PERSON:

- |                              |      |
|------------------------------|------|
| a) Had moved out of district | 9/ 1 |
| b) Living abroad             | 2    |
| c) Refused                   | 3    |
| d) Deceased                  | 4    |
| a) Other Reason              |      |
| (State) .....                |      |

RESPONDENT DID NOT REPLY TO POSTAL QUESTIONNAIRE:

10/ 1

ROUTING  
ASK Q'S  
1,2,3&4

DO NOT  
ASK Q'S  
1-4  
UNLESS  
NO  
REPLY  
TO  
POSTAL  
QUEST-  
IONNAIRE  
(10/1  
RINGED)

- |   |             |   |        |
|---|-------------|---|--------|
| 1. Have you had a holiday away from home in the last year, that is since 1st January 1969 ?   | Yes         | 2 | IF YES |
|   | No          | 3 | TO Q.3 |
| -----   |             |   |        |
| 2. Apart from a holiday, have you been away from home for one night or more in the last year, on business or for any other reason ?   | Yes         | 4 | ASK    |
|   | No          | 5 | Q'S    |
| -----   |             |   |        |
| 3. Have you stayed at any time in 1969 in accommodation for which a charge was made ?   | Yes         | 6 | IF     |
|   | No          | 7 | YES TO |
| -----   |             |   |        |
| 4. APART FROM ANY HOLIDAY OR VISITS WITH YOU, do you have a son or daughter under 21, living either at home or away, who any time in 1969 stayed in accommodation for which a charge was made ? | Yes         | 8 | Q.4    |
|   | No          | 9 | ASK    |
| -----   |             |   |        |
|   | No Children | 0 | Q'S    |
| -----   |             |   |        |
|   |             |   | 25-32  |
| -----   |             |   |        |
|   |             |   | OTHERS |
| -----   |             |   |        |
|   |             |   | GO TO  |
| -----   |             |   |        |
|   |             |   | C.O.   |

IF 'NO' TO EACH AND EVERY QUESTION 1 - 4

X

CLOSE

CLASSIFICATION: COMPLETE FOR NAMED PERSON AT CLOSE OF INTERVIEW

DETAILS OF CHILDREN UNDER 21 (Complete 1 column for each)								SEX:	Male	17/ 1
Male	11/ 1	12/ 1	13/ 1	14/ 1	15/ 1	16/ 1	17/ 1	Female	2	
Female	2	2	2	2	2	2	2	MARITAL STATE:	Single	3
Age (Write in)	.....	.....	.....	.....	.....	.....	.....		Married	4
									Widowed	5
									Divorced or Separated	6
Live at home	B	B	B	B	B	B	B	CHILDREN UNDER 21:	Any (Complete Opposite)	-
Live away	9	9	9	9	9	9	9		None	
O.4. Yes	X	X	X	X	X	X	X	INFORMANT LIVES:	At home (inc. lodger in rooms)	18/ 1
No	A	A	A	A	A	A	A		As a boarder in a pta household	2
									In a boarding house/guest house	3
									In a hotel	4
									In a hostel	5
								Institution (Describe) .....		
								.....		6
								Other (State) .....		
								.....		7

QUESTIONS 5 - 24 MUST BE ASKED OF ALL RESPONDENTS ANSWERING 'YES' TO QUESTION 3.  
IF QUESTION 3 'NO' CONFIRM THAT INFORMANT DID NOT STAY IN ACCOMMODATION FOR WHICH  
A CHARGE WAS MADE.

5. You have told us that some time in 1969 you stayed in accommodation for which  
a charge was made: Can I check that this was other accommodation than -  
READ SLOWLY a) Any visits you may have made to friends or relations who did  
not charge you on a commercial basis b) Any visits to weekend cottages,  
carevens etc., that you own for which a charge was not made c) The cost of  
your permanent accommodation (e.g. if respondent is a hotel resident)

IF NO EXPENDITURE OCCURRED EXCEPT IN RESPECT OF a), b) or c) ABOVE TICK HERE

☐ AND THEN COMPLETE QUESTIONS 25 - 32 IF APPLICABLE, THEN COMPLETE

CLASSIFICATION DATA AND CLOSE, OTHERS CONTINUE AT Q.6.

6. In 1969 did you stay <u>more than once</u> in accommodation for which a charge was made ?		CODE	GO TO
		19/	
Yes		1	7
No		2	8
<hr/>			
<u>IF YES ASK:</u>			
7. Were any of these visits made <u>regularly</u> (i.e. about once a month) ?			
	Yes all visits	3	18
	Yes, some regular	4	8
	No, none regular	5	8

Now ASK AND RECORD Q's 8 - 17 FOR FIRST (MOST RECENT) VISIT, THEN REPEAT

FOR 2ND (IF ANY) USING SEPARATE COLUMN

CONTINUE UNTIL ALL VISITS IN 1969 (NOT including regular ones) ARE RECORDED

TAKING EXTRA SHEET(S) IF NECESSARY AND ATTACH TO MAIN QUESTIONNAIRE

USE A SEPARATE COLUMN FOR EACH VISIT:-

	1st	2nd	3rd	4th	GO TO
8. When were you away ? <u>WRITE IN MONTH</u>	..... 20/	..... 32/	..... 44/	..... 56/	9
9. Did you stay (at least one night) in:- <u>READ OUT:</u> England/Wales/Scotland ?	21/ 1	33/ 1	45/ 1	57/ 1	10
Northern Ireland ?	2	2	2	2	10
Isle of Man/Channel Isles ?	3	3	3	3	10
Abroad (incl. S. Ireland) ?	4	4	4	4	18 or 25 or C.O.
<u>O's 10 - 17 concern nights in U.K. ONLY</u>					
10. Did you stay (in the U.K.):-					
in one place,	6	6	6	6	11
or were you touring privately	7	7	7	7	11
or with an inclusive coach tour ?	8	8	8	8	12
<u>SHOW CARD A</u>					
11. Did you stay (most nights) in:	22/ 1	34/ 1	46/ 1	58/ 1	12
<u>RING ONE</u> Licensed Hotel	2	2	2	2	
<u>CODE ONLY</u> Unlicensed Hotel	3	3	3	3	
Boarding/Guest House/Private House	4	4	4	4	
Holiday Camp	5	5	5	5	
Hostel (e.g. Y.H.A. Y.M.C.A. etc)	6	6	6	6	
Self catering - Rooms/Bungalow/Caravan etc	8	8	8	8	
(GIVE DETAILS ON PAGE 4) OTHER ARRANGEMENT					
12. Did you go alone or were you accompanied by members	0	0	0	0	14
of your family or friends ?	X	X	X	X	13
<u>IF NOT ALONE: WRITE IN</u>					
13. 0 = None No. of Own Children under 21	23/	35/	47/	59/	14
	.....	.....	.....	.....	
No. of other children under 21	24/	36/	48/	60/	
	.....	.....	.....	.....	
Adults (21 or over)	25/	37/	49/	61/	
	.....	.....	.....	.....	
14. How much did the accommodation cost (for own family)	£ : s	£ : s	£ : s	£ : s	15
for the whole of your stay (in the U.K.?)	:	:	:	:	
<u>NOTE:</u> TOTAL bill paid, only excluding items	26/	38/	50/	62/	
(e.g. drinks) paid for separately	27/	39/	51/	63/	
Include cost of accommodation occupied	28/	40/	52/	64/	
by informant wife/husband and children					
under 21 only					
<u>Give details of any pro-rata calculations,</u>	29/	41/	53/	65/	
<u>estimates etc. on Page 2</u>					
15a. How many nights did the charge for accommodation	30/	42/	54/	66/	
cover ?					
<u>WRITE IN :</u>	.....	.....	.....	.....	15b) or 16
<u>IF APPROPRIATE ASK:</u>					
b. Did you <u>all</u> stay this number of nights ?	Yes	31/ 1	43/ 1	55/ 1	16
(Give details bottom right below) ←	No	2	2	2	
16. Did the charge include the cost of					
any meals ? If so which ?	3	3	3	3	17
Bed & Breakfast only	4	4	4	4	
Full/Partial Board	5	5	5	5	
No meals included					
17. Was any of this expenditure charged as an					18 or
expense to a business or paid for by employer	Yes	6	6	6	25 or
or an organisation ?	No	7	7	7	C.O.
<u>IF YES GIVE DETAILS AND INCLUDE</u>					
<u>AMOUNTS NOT YET REFUNDED</u>					
15b. ....					
.....					
.....					
.....					
.....					

TO ALL CODED 3 OR 4 IN Q.7 - REGULAR VISITS		CODE	GO TO
18. You told me earlier that you were away regularly during 1969. Were these visits in this country or abroad ?			
This Country (England, Wales, Scotland, N.Ireland, Isle of Man, Channel Islands)		68/ 1	19
Abroad (inc. Irish Republic)		2	25 IF appli or C.I
(CODE BOTH IF NECESSARY - IF ONLY 'ABROAD' GO TO Q.25 IF APPLICABLE OR C.D.)			
19. (When you make visits in this country) Do you usually stay :-			
<div style="border: 1px solid black; padding: 5px; width: fit-content;">           RING ONE CODE ONLY. IF INFORMANT CANNOT DECIDE BETWEEN TWO, GIVE NUMBER OF NIGHTS SPENT IN EACH IN 1969.            .....            .....         </div>	In a Licensed Hotel ?	3 )	
	An Unlicensed Hotel ?	4 )	
	Boarding House/Guest House ?	5 )20	
	Hostel ?	6 )	
	Others (State) .....	)	
	.....	7 )	
20. How many regular visits did you make in 1969 (excluding holidays and other visits we have already discussed) ?		69/	
(Write in) .....		70/	21
21. How much did the accommodation cost in total the <u>last time</u> you were away on a 'regular' visit in 1969 ?		71/	
		72/	22
WRITE IN £...../.....s.		73/	
22. Did the bill usually total this amount ?		Yes	74/ 1
		No	2 23
IF NO:			
How much was the usual amount ?		WRITE IN £...../.....s.	75/
IF UNABLE TO GIVE USUAL COST OR FIGURE WAS VERY VARIABLE, LIST THE TOTAL AMOUNT OF EACH BILL			76/
.....			77/
23. Did the sum cover anyone besides yourself ?		Yes	78/ 1
IF YES: GIVE DETAILS .....		No	2 24
.....			
24. Was any of this expenditure charged as an expense to a business or paid for by your employer or some other organisation ?		Yes	3 25 IF APPLI
IF YES: GIVE DETAILS AND INCLUDE ANY AMOUNT NOT YET REFUNDED		No	4 OR C.I
.....			
.....			
DETAILS OF 'OTHER ARRANGEMENTS' (Q.11 Code B)		OFFICE USE ONLY	
		Cord No.	79/ ①
1st		If 2nd Cord	80/ 2
2nd		If 3rd Cord	3
3rd			
4th			

ONLY PUNCH CARD 2 IF THIS SECTION USED	IF CODING USE TICK IF TO BE PUNCHED
GANG COLS. 1 - 8	

TO ALL (CODED B IN Q.4) HAVING CHILD(REN) UNDER 21 WHO STAYED AWAY IN 1969 INDEPENDENT OF PARENTS.

You have told us that you have a son/daughter who has been away from home independently of his/her parents, and stayed in accommodation for which a charge was made. I would now like to ask some questions about this.

EXCLUDE: RESIDENCE WHILE AT BOARDING SCHOOL OR UNIVERSITY, ARMED FORCES ETC. EXCLUDE PERMANENT RESIDENCE e.g. RESIDENT AT HOTEL.

		USE SEPARATE COLUMN FOR EACH VISIT			
25.	Relationship of child to named subject (Write in)	.....	.....	.....	.....
26.	Age of child (Write in)	.....	.....	.....	.....
		11/	19/	27/	35/
27.	When did visit begin ? Month in 1969	.....	.....	.....	.....
		12/	20/	28/	36/
28.	Did he/she stay in England/Wales/Scotland ? N. Ireland Isle of Man/Channel Islands Abroad inc. Irish Republic IF 'ABROAD' ONLY: GO TO C.0	13/ 1 2 3 4	21/ 1 2 3 4	29/ 1 2 3 4	37/ 1 2 3 4
29.	Was this: In School Buildings Camping (Organised School/Guides etc.) Camping (Privately) Licensed Hotel Unlicensed Hotel Boarding House/Quest House/Private Household as a Boarder Holiday Camp Hostel, Y.H.A., Y.M.C.A. etc. Other (State) ..... .....	14/ 1 2 3 4 5 6 7 8 9	22/ 1 2 3 4 5 6 7 8 9	30/ 1 2 3 4 5 6 7 8 9	38/ 1 2 3 4 5 6 7 8 9
30.	How much did this accommodation cost for the whole of his/her stay ?	£ : s :	£ : s :	£ : s :	£ : s :
		15/	23/	31/	39/
		16/	24/	32/	40/
		17/	25/	33/	41/
31.	Who paid for it ? Informant Other parent Child his/her self Another adult in same holiday party (Give Details) ..... ..... Other Arrangement (Specify) ..... .....	18/ 1 2 3 4 5	26/ 1 2 3 4 5	34/ 1 2 3 4 5	42/ 1 2 3 4 5
32.	INFORMATION GIVEN BY:- Child Parent Other (Specify) ..... .....	6 7 8	6 7 8	6 7 8	6 7 8

COMPLETE CLASSIFICATION DETAILS ON PAGE ONE

PUNCH CARD NO. 79/②

**SOUTHAMPTON UNIVERSITY LIBRARY**

*Date of Issue*

--	--	--	--



 *Crown copyright 1971*

Published by

HER MAJESTY'S STATIONERY OFFICE

To be purchased from

49 High Holborn, London WC1V 6HB

13a Castle Street, Edinburgh EH2 3AR

109 St Mary Street, Cardiff CF1 1JW

Brazennose Street, Manchester M60 8AS

50 Fairfax Street, Bristol BS1 3DE

258 Broad Street, Birmingham B1 2HE

80 Chichester Street, Belfast BT1 4JY

or through booksellers

SBN 11 700127 9